

**STAGE  
SCREEN**

**PRICE 10 CENTS**

**RADIO  
MUSIC**

Only Theatrical Newspaper on the Pacific Coast

# INSIDE FACTS Of Stage and Screen

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No. 18

# AIR PACIFIC FOR 'NAVES'

## FOOTBALL SPENDERS LOOSEN-UP

SAN FRANCISCO, Oct. 30. —Night clubs and hotels, optimistically hanging on with an eye to better conditions in the year future, are extending fervent prayers of thanks to America's favorite sport—football.

Last Saturday's gridiron entanglement between U. S. C. and Stanford was a signal for the untying of some 75,000 purse strings with San Francisco business establishments reaping a neat harvest.

Night spots, hotels, cafes, transportation companies, gin peddlers and ginger ale manufacturers took in enough coin on that one night to tide them over a flock of bum business days.

Every good hotel was packed to the lobby. Roof Garden, Silver Slipper, Robert's, Tail's, Topsy's Roost, Jo Mendel's, Marquards, Lido and Coffee Dan's turned away customers.

Palace Hotel sold some 2500 dinners. Mark Hopkins was jammed with about 1400. St. Francis had two dining rooms running at full blast. Whitcomb, Sir Francis Drake and Fairmont hotels had more customers than they could handle.

Every speakeasy in town — and that's covering a lot of territory — had 'em lined up at the bars, two and three deep, and money flowed as freely as gin.

Stanford-California game on November 22 is certain to follow its annual custom of developing into a night of whoopee that rivals New Year's Eve.

On "Big Game" night every collegian, football fan and gal in this part of the state flocks to San Francisco with but one thought—celebration, regardless of the victim on the football field.

## OAKLAND ORPHEUM PUTS UP NOTICES

OAKLAND, Oct. 30. —Notices have been posted for orchestra members at the Orpheum giving rise to rumors that vaude will be jacked from the house. This is denied by Jack Gross, district manager, who states future plans are not completed, but it is doubtful if vaude will go out.

## BURCH PROMOTED

Johnny Burch, unit business manager for RKO Radio Pictures, has been promoted to assistant to C. D. White, general studio manager.

## Ensenada Kicks Goal After Goal In Opening Play

Playa de Ensenada, hotel and casino, went into the whoopee grid last night, Halloween, with Jack Dempsey, president, Jean Normille, general manager, in the back line. Frank Jones, one of the executives in charge of the casino, handled the pill for the kick-off. The first spin gave Ensenada a shade over Caliente.

Crofton, Bowman and Long, the trio of backs who made Caliente a strong winner the past season, were serving out dirty looks to those who questioned Caliente's strength. Crofton in the east likes Madison Square Garden, which points to certain uncertainties regarding control of the Caliente team.

However, Bowman and Long have a formidable offensive for dear old Caliente, and, with Joe Zemanzyk in the line-up, the odds are on the table, face up. Bowman is dealing the cards, and Zemanzyk is reported ready to listen to offers for his stock.

Enters now our Private Nudger, who noses for the strictly up-and-up, and ups and tells us that Caliente has a race track, and that's a flying wedge the Ensenada team can't break up.

But our Special Snooper slips in that the race track wedge needs expert management to put it through for a gain. When they eased Jim Coffroth out of the line-up, they parted with a right tackle, who knew how to handle that play.

On top of all this comes the gossip that Coffroth may line up with

## STAGE, SCREEN LEAGUE TELLS HOW TO BALLOT

Stage and Screen Voters' League, in addition to urging the election of William I. Traeger for sheriff of Los Angeles county, made the following indorsements of candidates and propositions on the November 4 ballot, according to Charles Miller, Secretary.

Governor, James Rolph, Jr.; Lieut.-Gov. Martin I. Welsh; Sec. of State, Frank C. Jordan; Controller, Ray L. Riley; Treasurer, Charles G. Johnson; Atty. Gen. U. S. Webb; Equalization Board, H. G. Cattel.

Congressman, 10th Dist., Joe Crali; Senator 38th Dist., J. W. McKinley; Assembly 55th Dist., Milton M. Golden.

Superior Judges, Dept. 1, Arthur Keetch; 2, Carlos S. Hardy; 5, Hartley Shaw; 6, Edward T. Bishop; 8, Hugh J. Crawford; 9, Walter Hanby; 10, Judge Hartz.

Constitutional Amendments: 1 to 6, yes; 7, no; 8, 9, 10, yes; 11, no; 12 to 20, yes; 21, no; 22 to 25, yes; 26, no.

Municipal measures: 1 to 7, yes; 8, 9, 10 to 12, including A, B, C, D of the latter measure, yes.

(Editor's Note)—It is of particular importance that the profession vote No on the two i-ten-ously harmful measures, "Daylight Savings" and "Sundays Closing." No registered voter identified with the studio or stage, should fail to cast his or her ballot to defeat these two dangerous issues.

## FRANK NEWMAN QUILTS

SAN FRANCISCO, Oct. 30.—A surprise was handed local theatre men this week when Frank L. Newman resigned as district manager of Paramount Public, taking effect today. Newman's shoes will not be filled.

Captain Demsey of the Ensenada battery to fill out his back line.

The Dempsey lineup offers stop-over privileges when en route to Panama and the heat at Ensenada relieves the heat under the necktie, and tanned legs aren't keeping any customers away from the roulette tables.

## MIDWAY MAN HERE

Henry Meyerhoff of the Fairplay Amusement Co., N. Y., came out on a trip and returned to New York last week. Meyerhoff will return in April with several midway attractions for the edification of the Los Angeles folks.

The first play got away last night under as many Kleigs as they serve with a Grauman holdup. Interior Decorators grabbed ducks at \$15 a plate, with the phizzes thrown in, and said it was worth another saw-buck.

Jack wasn't taking anything himself, nothing but applause.

## RADIO RUSH TO ACQUIRE PIC. STARS

### By ART LA VOVE

For the first time, radio has made a move to put it on a par with the stage and screen.

Big names of pictures, legit and opera are being signed by radio on a hitherto undreamed of extent.

Heavy advance was reported being advanced this week by Columbia Broadcasting Co., which releases mainly on the coast through Don Lee network.

Other leaders in the radio field are expected to follow suit, with National already digging up the cash for the investment in names with voices.

Already on the line, are Eddie Cantor, Weber and Fields, Ukulele Ike, Polly Moran, Frank Fay, Genevieve Tobin and Lawrence Tibbets. This is declared only a starter. Scores of others are reported the objects of negotiations now hanging fire.

Eddie Cantor broke the ice, when he got \$7000 for 30 minutes. It's harvest time for the big names.

When television enters the field, making the stars visible, the rush for celebs is expected to develop into a panic.

One broadcast recently cost a manufacturer \$60,000 for an hour of coast to coast time, with entertainers costing extra.

And with studios now out after headline talent, big shake-ups in permanent artist staffs seem imminent.

## Fred Pymm Goes To Henry Duffy

Fred Pymm has gone to San Francisco to direct and produce "Dracula" for Henry Duffy. Pymm is going to play a part in the show, taking the vampire role, which Bela Lugosi essayed when the show was out on by C. D. Woodward at the Biltmore, here.

Pymm is thoroughly conversant with the part, having played the bad boy in "Dracula" for Woodward, when the show went on the road, as well as being stage manager for the production.

Probably Pymm will tie-up for a long time management as director and player with Duffy. It is a peculiar coincidence that Pymm was a director at the Morosco, here, until Duffy took the house over, renaming it the President.

## OUTSTANDING LINE OF STEPPERS



Acclaimed the outstanding line of ensemble girls, not only on the coast, but in the United States, these Carla Torney trained beauties are routed for a Fanchon and Marco tour in "Way Back When"

Idea, staged for the producers by Le Roy Prinz. Left to right, these Milwaukee girls are Misses Dorothy Goese, Adele Klug, Trudy Pickering, Beatrice Luebke, Gladys Strack, Norlu Loewenback, Norma Bayer, Marie Don-

nally, Marjorie Goodrum, Adlyn Shaffer, Bobbie Clark and Edna Dean Best. Miss Torney recently returned to her school in Milwaukee to train a third line of girls for Fanchon and Marco.

**YOU'LL SEE IT IN FACTS**



# AMOS, ANDY BEAT TORRO WEATHER

## STOCK PLAYS 'MILK DATES'

A new stock company, the El Camino Players, which has organized to play small towns under auspices of the Lion's Club in each community. Some of the players are from the Pasadena Community Playhouse, while others are from stock organizations, with a professional background.

Arrangement, up to date, has solved the problem of getting the money in these days of hard times in the spoken drama. With the Lion's Club back of the deal, sell-outs and better have been obtained for almost every engagement.

For instance, in Montebello the other night, seats were sold a second time. First, the cushions were sold to citizens, who purchased because the right person solicited them. When the chairs went unsold, they were re-sold at the box office to late comers.

Net proceeds, with the actors' paid first of course, goes to a milk fund for poor children in each community. Club reported not pocketing anything for its efforts.

Next dates for the players will be Corona, La Habra and Covina. The circuit is to be extended and repeat dates are being arranged at each of the cities already booked.

Among professionals in the cast are Margaret Carlisle Tupper, stock actress, who gives a very finished performance in the feminine lead; Laddie Knudson, and Sherwood Walscott, the musician. Others, many of whom have also worked professionally, are Mary Alice Wickizer, Harold Swoverland, Wynna Entwistle, Eugart Verian, Laella Wadsworth Vincenti and Ann Crosby.

For the present, they are playing "Engaged," by W. S. Gilbert, which

## Cross Is Suing Mister Lazarus

Charles Cross and Co., fashion revue, was cancelled in the Pre-Laughlin era at Million Dollar. So-So.

And stand by, Mister Lazarus, laud of the house, and also Strand, Long Beach, once booked with Meikelo, contracts subject to Meikelo's approval. Sixteen acts could hang up their wardrobe, but only five sent out their laundry. No-No.

Mister Lazarus then sampled Bert Levey's brand of vaude. But for reasons best known to Mister Lazarus, the job of delivering talent to the Million Dollar was suddenly turned over to a Mister Curtis. Now enters our pal Jack Laughlin in the Million Dollar. Dough-Dough.

But Jack closed abruptly, which is Spanish for exit. Now Mister Lazarus is back taking Meikelo for hoofers and warblers. Everything Ye-Ho?

When all of a sudden, Charlie Cross, the same old reliable mentioned in first paragraph, through his attorney, Charles Summers, sues Mister Lazarus for two weeks salary. Oh-Oh.

Hearing set for Nov. 3.

## SWAGGER PARTY

Swagger Inn, popular rendezvous of vaude, legit and screen celebrities, located at old "Coffee Dan's" on Hill between Seventh and Eighth Streets, staged a Holloween Party, Friday, with Art Varian telling on guests for impromptu bits.

has been getting them over to a big hand. Harold Swoverland is business manager for the venture. Scenarists have been loaned by Pasadena Community Playhouse.

## BIG SHOTS AT PHILLY MEET

Some of the bigger executives in the motion picture industry will be at the coming Philadelphia convention of the Motion Picture Theatre Owners of America. This meeting will be held at the Benjamin Franklin Hotel on Nov. 10, 11 and 12.

General Snedley Butler, head of the marines, will be one of the speakers. Mayor Harry Mackey of Philadelphia will be another.

George Arliss, English actor, is listed. Governor Pinchot of Pennsylvania gives a definite promise to be present.

Present and the future of motion picture business will be discussed by Adolph Zukor.

Another expected to be present is Hiram S. Brown, president of Republic.

Delegations from all parts of the United States and Canada will attend. The convention dinner will be held at the Benjamin Franklin hotel, November 11.

PUB HEADQUARTERS

MOVE TO L. A.

SAN FRANCISCO Oct. 30.—

Coast divisional offices of Paramount Public are being shifted to Los Angeles, effective November 1.

In a move that takes away from San Francisco the headquarters that have been here since Public broke away from West Coast operation two years ago.

Ed Smith, divisional head, will center his activities in the Los Angeles Paramount building as will Al Ackerman, film booker. Divisional accounting and maintenance departments will remain in the local Paramount.

Since Smith took over Public's reins on the Coast several "go he has made weekly and semi-weekly trips to the southern city. Transferring of offices is a move to eliminate much of the traveling.

FOX OFFICE MOVES

SAN FRANCISCO Oct. 30.—

Audition offices have been established in local Fox West Coast headquarters in the W.-Cald building.

C. F. Brutel, F. W. C. auditor, has transferred from Los Angeles to San Francisco, bringing with him a staff of assistants.

STAR COMMITTED

SAN FRANCISCO Oct. 30.—

A complaint signed by her husband James Harrison, has committed Laura Orli Varney, old time stage player, to Alameda County hospital, where physicians pronounced her mentally unbalanced. She was one of the stars in the Per's Hartman opera company at the old Tivoli many years ago.

GUINN WITH MARION

Guinn Williams has been signed for a role with Marjorie Davis in "The Bachelor Father" at MGM studios.

## Award Ceremony Bills Will Hays

Will H. Hays, president of the Motion Picture Producers and Distributors of America, has accepted the invitation of the Academy of Motion Picture Arts and Sciences to be the guest speaker at the annual business meeting and Awards Dinner of the Academy in the Ambassador Hotel next Wednesday night.

Hays will make a special trip to Hollywood from New York for the dinner. Conrad Nagel will preside.

Program of awarding bronze statues to this year's winners will feature a brief presentation address by a member of the branch of each winner.

Among the awards speakers will be Louis May who will present the award to the producer of the year's best picture. Mary Pickford has been asked to do the same for the winning actress and Lawrence Grant for the actors.

## TROMBONE 'SLIM' WOW AT PANTAGES

By BILLY HAMER  
Slim Martin is doing a mighty smart and neat bit of micing at Pantages this week. As yarns about early American history are absolutely "wowing 'em."

He also bantams the orchestra through the following musical selections: 1st—medley of former hits, including "Japanese Sandman," "Hot Lips," "Naughty Wiltz," "Tired Of Everything But You" and "Avalon," which we know brought back many memories, and consequently brought forth enthusiastic applause; 2nd—introduced Oscar Taylor, who sang "Mandala" for the complete satisfaction of the customers.

A trip to Pantages would convince any critic that Slim is firmly and popularly entrenched as an m.c. of the first rank.

SEARS IS DOUBLING  
Zelda Sears is being kept equally busy writing for the screen and acting for it.

## GROSS DOWN AS HEAT UP

Exceptionally torrid weather helped to pull down some grosses, but RKO's "Check and Double Check" at the Orpheum, in its initial seven-day bow, grabbed close to \$33,500, leading the field. (Seats 2700, 35c-65c).

Loew's (seats 2418, 35c-65c). Vaude and pics. "Love in the Rough," \$23,835.

Paramount (seats 3596, 35c-65c). Vaude and pics. Nancy Carroll in "Laughter," \$21,500.

Crauman's Chinese (seats 2030, 75c-1.50 twice daily). Third week of "The B. G. Trail," \$17,749. Coming out for "Morocco."

United Artists (seats 2100, 35c-65c). Third and last week of "Whoops?," \$17,500. Total three weeks \$53,000.

RKO (seats 2700, 35c-65c). Vaude and pics. \$13,250. Bert Lytell in "Brothers."

Fox Carthy (seats 1650, 75c-1.50, twice daily). Just Imagine," third week, \$12,833.

Pantages Hollywood (seats 3000, 40c-65c). "The Big Fight," \$8,880.

Egyptian (seats 1800, 35c-65c). "Monte Carlo," \$8,810.

Fox Boulevard (seats 2300, 35c-65c). "So This is London," \$7,702.

SAN FRANCISCO Oct. 30.—

Amos 'n' Andy, with \$12,000 in advertising, smashed every Orpheum record with \$32,000.

Warfield, with "Big Trail," \$24,000 "Way For a Sailor" at Fox \$4,000.

Public St. Francis, deuce week of Chevalier in "Playboy of Paris," \$11,000. Paramount with "Laughter" and stage show, grabbed \$17,500. California's offered with "Virtuous Sin," \$12,000.

"Doorway to Hell" at Embassy, \$6,000.

MOON CARROLL BUSY

Moon Carroll, English screen player, has been engaged for a role in "Dracula," now in production at Universal.

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# BELASCO, CURRAN TO DROP GEARY

## In Hollywood—Now

By BUD MURRAY

Two Farce Openings this week—"My Girl Friday" at the Vine Street Theatre and "Young Sinners" at the Belasco Theatre—Looks like all that the playwrights save on their minds, is "sex" and with the young-bloods the main-offenders, although even we can truthfully say that "Young Sinners" was much better than "Girl Friday"—It was more human and did not so harsh, also a much better cast of good-looking young people.

Mollie O'Day (our pupil), was extremely fine in a small part, and she should do big things on the stage in "Noo Yawk"—She looks very enticing the night we saw her, and her sister Sally O'Neill certainly was enthused over her reception. We also noted Betty Compson—Mervyn Le Roy—Edna Murray—our dear "Tin Pan Alley" friend of long ago Herman Paley, who is now Head Man in the Test Department at Fox Studios. In Hollywood NOW.

We cannot understand how our pal John T. Murray, can get into a play like "My Girl Friday" and not be hurt by it. He is too good an actor to be thrown in with an inferior cast—Even when we were with J. T. at the Winter Garden, he was the world's greatest male impersonator—and in the same cast is—"The Creole Fashion Plate, Karyl Norman—Frances Ronald—Leser Lamont and Qira Landick (all female impersonators) and the title of the show is "A Big Box of PANSIES" (Whoops)—Where is Lester Sheehan in this outfit?

A few minutes with Walter Brooks, who made colored shoes pay—and Walter now has a script that he is raving about, which he intends to stage and it sounds immense—All he needs is the Theatre—IN HOLLYWOOD NOW.

On the Boulevard ran into Teddy Hayes and his boy friend, Al Fay who is really O. K.—Al fought a funny fight Friday at the Legion, but the "Eggs" he fought, Dutch would not let him fight. Along with our French air, for Charles Judels, who told a few funny gags with B. B. B. rolling in the gutter—Then a very long talk with Henry Bergman, who runs "Henry's" famous restaurant on Broadway—Henry confided he used to dance and do acrobatics before he came to Hollywood about 18 years ago—Funny he didn't open a dancing school too—What we need are more Dancing Schools in HOLLYWOOD NOW—to make it an even fifty.

George Harris, who played "Wong Lee" in "Oh Susanna," the opera which we staged last year at the Mayan Theatre, is the busiest little fellow we know of—Last week all at one time he played a part in "Little Orchid Annie," doubled over with same make-up for a part in Ronald Colman's new picture, then simultaneously rehearsing for the new opera of Lillian Albertson's, and—Oh yes, he has time to put in some frame store—If you have any other odd jobs, get in touch with George, in Hollywood NOW (where are those hard times?) trip down to the Million Dollar Theatre to take a look-see at Jack Landlick's Stage show—which were very fast and plenty of dancing included—If only a real comedy act could be inserted each week these shows look like real money—The numbers and dancing acts go well and applause and the costumes are great for the audience—The scenery does not come up to the costumes, girls and ideas—Why not spend a few more dollars on real sets—The band in p. t. certainly played the top tempo Jack set for the numbers—and Joe "Petrol" our former piano player at RKO) and Danny Carins (our former Drummer of Good News) are rite in there—How they can hold tempo is nobody's business.

A few words with George Ormlaton, who built all of Grauman's sets and designed them too—George is now doing "Laurelin's L's" Monday night new opera—Well "Louie is lucky" as usual—IN HOLLYWOOD NOW.

The Brown Derby was cluttered with some new faces back in town and some we haven't seen for years—First we saw Harry Grant and his boss who was the boss and owner of the "Derby," Herbert Sanborn, who really eats in his own "Hat"—In another booth a young su-burned chap—Tom Mix, all smiles and looking fit as a fiddle—At another table in a very serious conversation, and we know it's about Fatty's new shorts, is our pal, Macklin Magley, whom we worked with at the RKO Theatre—Cyrus Wood, another ex-co-scriber in 1923 on the "Dream Girl"—and Lew Selzer and Fatty Arbuckle—Now you know something is stirring—(You'll find out)—Lew Selzer, the agent and Louis Silvers, the Musical Director and both formerly with the Shuberts.

On the way out noticed Gilda Gray and Lew Selzer, who has gotten, which takes us back to a Nite at the Sunday Nite Winter Garden concert, when Sophie Tucker was playing there in 1916—She brought her protegee, who just arrived from Chicago, on the stage and she sang a song and this snappy protegee stop the show—It turned out to be Gilda Gray and they are all in HOLLYWOOD NOW.

To take a look at Jack Partington's stage show at the Paramount Theatre, and all we can remember is the gorgeous scenic effect, and that outstanding personality, Frances Shelley—How they buried "Rubber Legs" Bolger in a Navy Uniform—What good were those comic-strip legs—and why the dialogue in a presentation? Maybe we are wrong.

For our one Nite a week off, over to the Hollywood Legion Pites, and there they are the "New Theatre" program with a Columnist who writes about "Who's here" and it's no one else but B. B. B.—See Frankie Richardson back in the first row ready to put out early to make his show at George Olsen's Nite Club—Bobby Agnew there too.

Harry Green arguing with the Fliers; they just won't do what Harry says—Dave Brown, a regular Fie fan, but a good dancer and Director—Now being paid by Paramount—Our old boy friend and employer in the good old stock days, in Johnstown, Pa.—When Roger was Head man and we used to play "Whisker Parts" way back in 1915 at Grauman's double, Edgar Allen Woolf steps into a scene and all smiles—and we see our dear friend, Ruby Keeler is back in town, rite with her "Hubby" Al Jolson—Looks like Ruby is running Al a close second on who takes more trips to Noo Yawk and back—Oh yes, Harry Wardell is with the folks, and how.

Max Stelner, that happy little Musical Director with a dextrous dance—Busby Berke—who seems to have invented "Dance Ideas" for pictures thru the fine work he did in "Whoopie"—Jack Oalde gives us the high-s'n, but we didn't see his leading man at the Fites to-night—Life now in the Daily Newsboy—A couple of boys with a gift of gab, though when it becomes necessary to gab—We mean Tommy Dugan and Wilton Mizer, just a couple of young kids trying to get along—Rite in back of us, those two rears are at the Fites or any place, Mr. and Mrs. Macklin Magley—in Hollywood NOW.

## B. & C. STICK WITH CURRAN

SAN FRANCISCO, Oct. 30. — After the Civic Rep. production, "The Apple Cart," it is reported Belasco and Curran will give up the Geary, confining their local legit activity to the nearby Curran.

It is understood that Belasco and Curran's lease on the theatre is near expiration and they do not care to continue operating the house. A dearth of available legit productions has caused the theatre to be darkened occasionally, as will be the case when "The Bird of Flame" closes this week and "Apple Cart" follows next month.

San Francisco legit activity is at a peak right now with every house in town operating. Geary and Curran are running most of the time. Duffy's President and Alcazar are going along okay.

Pauline Frederick did so well at Curran in a previous run of "Crimson Hour" that house brought her back for two weeks. Flopped miserably and piece folded at end of the first seven days with about \$5000 intake. Curran is dark until November 2 when Lillian Albertson's "Paris In Spring" makes its American debut.

### ST. FRANCIS STAYS

SAN FRANCISCO, Oct. 30. — About facing on a previous decision Public officials this week elected to keep open the St. Francis theatre rather than close it at the end of the current Chevalier picture. New-est thought, however, doesn't mean that Public's will not build in San Francisco but does delay the projected theatre on the present St. Francis site until a later date.

### CALIFORNIA POLICY

SAN FRANCISCO, Oct. 30. — Effective immediately, Public will curtail pictures at its California to one week runs, holding over only exceptional films. This move is the only long run houses in the city.

### JACK KAY RETURNS

SAN FRANCISCO, Oct. 30. — Jack Kay has returned from a three months engagement at the Little Club, Shanghai, where he m.c.'s and entertains. He was formerly m.c. at the Lido here.

### MAYER AT RALLY

SAN FRANCISCO, Oct. 30. — A big Republican political pow wow here this week featured Louis B. Mayer, head of MGM and vice president of the State Republican Committee.

## EMIL STURMER

MUSICAL DIRECTOR  
PARAMOUNT THEATRE  
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# Vaudeville and Presentations

## Pictures - REVIEWS - 'Legit'

### 'THE VIRTUOUS SIN' PARAMOUNT PICTURE (Reviewed Paramount)

Good acting and good dialogue make this better than ordinary program release. The dialogue is modern with no attempt to make it a hash of foreign dialect—very commendable.

Story is typical of this type. Woman to save husband tries to seduce General, but falls in love with him. But all ends happily. Walter Huston, Kay Francis, and Kenneth MacKenna raise picture from mediocrity.

**EXHIBITOR'S VIEWPOINT:** Average program release from financial standpoint.

**PRODUCER'S VIEWPOINT:** This one proves that it always pays to get the best actors. Louis Gaspar and George Cukor give good direction, and the dialogue writers, Brown and Long, deserve praise.

**CASTING DIRECTOR'S VIEWPOINT:** Supporting cast of Paul Cavanagh, Eric Kalkbrenner, Asa Axtell, Gordon McLeod, Victor Pote, and Youcca Toubertzyk do their work well.

Kerr.

### 'CHECK & DOUBLE CHECK' RADIO PICTURE (Reviewed Orpheum)

As scenes, presenting Amos 'n' Andy, to their following, this picture is a success. But judged by motion picture standards, film does not hold up. In this case, however, the only criterion should be popularity—which will give it high standing.

Humor is typically Amos 'n' Andy, and the audience liked it plenty.

**EXHIBITOR'S VIEWPOINT:** The dark boys are just as funny here as over the air; you know what that means in box-office returns.

**PRODUCER'S VIEWPOINT:** Picture is a piece of smart showmanship and is canily presented.

**CASTING DIRECTOR'S VIEWPOINT:** Amos 'n' Andy speak for themselves. Rest of cast well selected.

### 'WOMEN WHO TAKE' MASON THEATRE (Reviewed October 27)

First legit production by Metropolitan, R-K-O subside, which has taken over the Mason, included a combination of very good and very bad spots. First act needed cutting, as does the second scene of the second act. Certain parts are extremely good. Surprise ending clever. Play is exceptionally well worked out.

Staging was beautifully done by J. D. Martin Studios. Settings were so well executed that the audience applauded scenery as the curtain rose on each act.

Act one looked as though an expert interior decorator had furnished a beautiful home, and act two had the best set of modern appointments witnessed on the local stage. Stage setting is one field that needs attention in Los Angeles. Metropolitan must be complimented for taking this step in the right direction.

Morgan Wallace's character is presented perfectly. Next in effectiveness is Frances Beranger. Irene Rich is charming. Olive Tell drew the biggest hand of the evening for her drunken monologue of lecturing the heroine. Winter Hall was good, as was Louise Macintosh. Kitty Kelly, William Wallcott, Robert Stevens, Allen Pomeroy, Wilfred Lucas, Fred Hargreaves, Howard Ralston, Kenneth MacDonald, and Lee Shumway—all contributed effective work. Leland Hodges, as Peter Avery, showed great ability.

Kerr.

### 'THE BIG FIGHT' JAMES CRUZE PRODUCTION (Reviewed Patheux Theatre)

With one exception everything about this picture is bad. That exception is some well sustained suspense in the last reel.

**ADJUDICATOR'S VIEWPOINT:** Abominable. All the old trite phrases are dragged in for no reason. Plot is so melodramatic it's awful. Nothing can be said of the direction because the material is so bad. Acting is as bad as the dialogue.

**EXHIBITOR'S VIEWPOINT:** Vile picture—stay away from this one.

**CASTING DIRECTOR'S VIEWPOINT:** Lola Lane was very poor. Guinn 'Big Boy' Williams good for only this type of part. Rest of cast, consisting of James Cagney, Robert Walker, Wheeler Oakman, are competent as far as the story allows them to be. Stepin Fetchit works up some great laughs—"it was good to see him again."

Kerr.

### 'ONE NIGHT AT SUSIES' FIRST NATIONAL PICTURE (Reviewed Warner's Downtown)

A beautiful chorine gives all for the man she loves, and then the ticklish moment comes when there is danger that he will find it out. He does not. And that is the story. If you believe in melodramatic fairy tales, here is the most glibly glib supervisors at First National.

**EXHIBITOR'S VIEWPOINT:** No merit in this production. Only publicity value lies in Billie Dove's following.

**PRODUCER'S VIEWPOINT:** Blame Les with those who originally chose the story and whoever adapted the dialogue. Director is as good as could be expected with

such bad material. Lighting and photography, good.

**CASTING DIRECTOR'S VIEWPOINT:** Douglas Fairbanks, Jr., is improving rapidly in his last few pictures. Billie Dove is beautiful, but she does not act convincingly. She needs voice and action lessons.

Helen Ware gives the best performance. Her characterization of Susie has a depth that marks her as a well trained actress.

Kerr.

### 'DU BARRY' UNITED ARTISTS (Reviewed United Artists Theatre)

Dialogue will keep this picture from being anything but an ordinary feature. Direction is good. Photography is good, and the acting is excellent, but it does not click.

Norma Talmadge has improved her voice splendidly. Conrad Nagel doesn't fit in this story because it is out of his line. Costume drama.

**EXHIBITOR'S VIEWPOINT:** Book is a good program feature. **PRODUCER'S VIEWPOINT:** If producers would get competent dialogue writers, it would revolutionize the industry. This picture needs it plenty.

**CASTING DIRECTOR'S VIEWPOINT:** Cast exceptionally good.

### FOX SAN FRANCISCO (Reviewed October 27)

Earl Sharp went himself one better in arranging a Japanese fantasy for Walt Roesser and concert orchestra and Roesser conducted it excellently. Melody of Japanese numbers was sold by several tableau effects, one with lanterns, and the other with Fujiyamas erupting. Elsa Trautner sang one of the tunes in a spot on stage in costume. As a stand number, Roesser introduced Joquin Garay who sang "I'll Be Blue."

Fanchon and Marco's "On the Set" idea was behind the footnotes. Included eccentric dance numbers by Lamb and Belle, a very good Apache by De Lara and Lolita, picture cloth work by Brown and Wilma and singing by Rose Valady. The Carla Torrey girls were one of the cleverest lines that has gone through for F. and M.

Hal.

### PARAMOUNT LOS ANGELES (Reviewed October 30)

Jack Partington's last show for Paramount has good talent, but lacks adhesive gum in spots. The opening with male chorus and Suzette is rather slow—Suzette does a witty acrobatic that clicks.

Ray Bolger gives his nice personality to pepping up the show and gags and opening for Everett Houghland Band. Then speed gathers. Maureen and Sonny do an acrobatic that wows. Specialties from the orchestra click nicely. Bolger and Suzette do a good ballroom glide, and then Bolger's legs do his clever weave act. Lester and Carson wowed the audience to a fare you well, ending the show with a round of applause.

Rubinfo is twice as good this week. A nice selection of "Strauss Melodies" with less acting for the audience makes our hat come off to him this week.

Earl Abel, new organist, gets rise from auditors with some clever comedy lyrics to popular tunes. A distinct hit. He should not continue the idea of making audience sing—it is out-of-date.

Kerr.

### FOX EL CAPITAN SAN FRANCISCO (Reviewed October 26)

Another feather in Peggy O'Neill's new and colorful winter hat, using an augmented line of voice in some swell routines and several good acts. Jay Brower, m.c. worked under difficulties suffering from bad cold, but he treated the audience to prolonged views of his profile, not giving them a chance to get bored. He ended cheerfully, however, didn't stop him from carrying off the opera, as is his usual custom.

Jelly Bean Johnson was spotted early, sang a comedy parody on "Sonny Boy" and then into his familiar hooding routine. Barton and Young clown around in a line of gags for okay returns. Three Phantoms, reduced to two, when one didn't put in an appearance, all week long, scored with a whirlwind tumbling act. Joe and Frank O'Leary teamed to sing "I'll Be Blue." The 24 girls did some exceptionally good work.

Mel Hertz was at the organ aided by Bobby Garey, juve singer, and the pair mopped up.

### RKO GOLDEN GATE SAN FRANCISCO (Reviewed October 22)

This was second RKO unit put together in New York. And it looked it being well balanced with just about everything needed for a great unit.

Show was augmented by Eddie Quillan, from Hollywood, to appear in conjunction with his Pathe picture, "Big Money."

Jack McLallen, with Sarah and Tony LaBella closed, putting over one of the smooth and funniest comedy runs yet.

Joseph E. Howard, in the third place, had a flock of his own apes, which customers heartily applauded. Howard worked at the piano, while Mary Olcott sang some of the numbers and warbled several of them herself. Topped the act by doing "Ol' Man River," in highly dramatic style.

Johnny Hyman was another big laugh getter, his feats with words and letters on a blackboard proving a hit.

Four Peaches and a Jay opened. Act ended with a great dancing by the male and a tall, slender girl, who did mighty fine acrobatic work. Claude Sweeten and RKOAlans contributed a good deal of fun, which Sweeten did a neat violin solo grabbing off a lot of applause.

Back.

### MILLION DOLLAR THEATRE LOS ANGELES (Reviewed October 28)

Third week of Jack Laughlin's creation at the Million Dollar was Sullivan Sisters, Dot Roberts, Ray Williams, Harry Cody, Mac McCree and Paul Gordon. The Three Brown Buddies also added much. Singing and dancing all through the show, with the chorus doing its share.

Bob.

### HIPPIDROME THEATRE LOS ANGELES (Reviewed October 26)

Ed and Stanley, two men, offer novelty routine of hand to hand dancing, well received. Mickie Greco, new girl, gave a good dance. Edith York & Co., man and woman, offered a nice little novelty act. Christie and Daly tendered a novelty trick with clever dog. Ryden and a Marr, one of the best comedies, have a lot of fast humor comedy. Chas. and Mayme Butters have new and original tricks that stand out.

Bob.

### HIPPIDROME THEATRE LOS ANGELES (Reviewed October 22)

Ed and Stanley and woman in full stage opened with novelty stunts on rings. U. S. Thompson, colored, did routine of dancing and singing. The other comedies and Mary Owens had good comedy. Sedel Bennett got her audience with her songs and comedy. Morro and Yacometti, one man with violin and accordion, offered a fast comedy. Harris Tru closed with routine of novelty acrobatics.

Bob.

### SEATTLE (Reviewed October 24)

Balance match in evidence on this evening, other booked by Joe Daniels in Portland.

Buddy and Peggy Brennen open the bill in a very special order. Routine of ladder balancing with team garbed a la Robin Hood, takes well. Tricks are well executed. And when he sings "The Turn is titled "Lafis and Tris."

Deuser is filled by Ernie and Deuser, a fast comedy. Harris Tru have a snappy line of chatter mixed with their lariatine. Plenty of showmanship and a well-dressed train, capable of putting dog across in any company, mark this effort. Don and Linda Ridley, a personable young fellow who sings well and plays several instruments with equal dexterity, and a sweet looking girl who shakes a mean hula and sings a pretty blues number, were in one to hold the third spot. Kids not across nice," but cut routine their stuff a little snappier.

Charles and Grace Keating, standard turn, are closing the bill. Smith's effervescent personality and resonant tenor goes 'em. With him, Don presents Mack and sun, adagio tango, a best feature, which is the girl's acrobatic work. The De Cecilios, society dancers, are on for two nights in an exotic black shako Argentine Tango, in which the boy displays some clever work with a fast whip, and a fast whirlwind routine that's neatly executed. Act is all Smith's and he sure knows how to sell his stuff. "Worldly Goody" on the screen, completed the bill.

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## Vaude and Presentations

### RKO THEATRE LOS ANGELES

(Reviewed October 30)

Capacity house greeted Bob Robinson, master salesman of RKO vaude, and Sandy Lang, presenting his Skating Skania. Much of the business may be attributed to person appearance of Eddie Quillon on stage.

R. K. Ollans, under direction of Dan Russo, led off with melody that was below par. Feeble response from audience. Depression lifted upon Robinson's entrance with comedy.

Sandy Lang's skating troupe did several effective numbers that went over big, with house, bringing demands for repeats. Opened act with Southern Belles on skates in blackface. Acrobatic skating followed which clicked.

Girl tap dancing on roller skates followed with wooden soldier tableau, (on skates) as close. Good act and clicked.

Group of black face minstrels, "The Original Honey Boys," follows to draw great hand with harmonizing and jiggling. Baritone lead scored heavy with solo "I'll Go Rollin' Along," and "Cryin for the Carolines." Quinette got three recalls.

THEN Bob Robinson, with clever line, introduced Eddie Quillon in person. Quillon stopped show, doing effective comic tap dancing and playing sax. Good showman and carried two encores.

Bob Robinson announcing sale of red book for two bits that tells all. Great comedy that scored repeatedly.

Carl Randall and Virginia Watson followed with song and dance. Piano tuner playing accompaniment one-handed eating apple with other scored with tricky playing. Went over big for two recalls.

"Slight-of-hand," while tap dancing by Randall drew big hand. Bob Robinson climaxed with gags and act with Gladys Blake far songster and Daddy Cunniff, ham, old time trouper, doorman of N. Y. Palace Theatre, now 74 and who can still do good tumblers and a buck and winch. Clicked with audience and left everybody smiling.

Picture was "Big Money," with Eddie Collins. Bob Armstrong, James Gleason and Miriam Seeger. Art.

### PRUD'HOMME QUILTS

SACRAMENTO, Oct. 30.—Cameroon Prud'homme has stencied out of the Plaza as leading man and is succeeded by E. W. Wade of Hollywood. IATSE operates house.

## Arthur Ward

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## I MUST SEE YOUR ACT!

## Reindeer Races To Be Broadcast By KJR, Seattle

SEATTLE, Oct. 30.—Leading up to three broadcasts in November, KJR is daily, telling about its coverage of races which never have been described on the radio before.

These races are to be between Alaska reindeer. Eskimos from the United States' northern territory will lead the Arctic animals.

Reindeer racing will be held at Lacey, Wash., near Olympia, the state capital, on November 9, 10 and 11. KJR will run remote lines to the race track, nearly 75 miles, to pick up description of the activities.

The program, each day will consist of a one-mile reindeer race, a one-mile matched race between reindeer and the fastest horses in the Pacific Northwest, and a five-minute Acrobatic skating followed which clicked.

Reindeer are hitched to sulkeys the same as horses. Such racing is a national sport in Norway and Sweden. Time for racing deer for the mile a few minutes faster than man O' War ever made.

Racing over snow fields and hitched to sleds, the deer have covered five miles in 14 minutes. Time on a smooth track for the deer hitched to a sulky will be faster.

A stable of the fastest deer in Alaska has been shipped out of Nome to Lacey for the events.

### BUD MURRAY OPENS OCEAN PARK BRANCH

Owing to large amount of pupils from Santa Monica, Ocean Park and Venice, who are taking tap and ballet at Bud Murray School for stage and screen, on 3636 Beverly Boulevard, during the present months, Bud Murray has arranged an affiliation with the Janice Sprague School of Dance, 127 Main Street, Ocean Park, to act as a branch school. This will be the only authorized branch of the Bud Murray School now in operation to take care of the pupils of the beach towns.

Classes in tap, off-rhythm and acrobatics are now in session at the beach school, under personal supervision of Mr. Murray. Faculty consists of Bud and Gladys Murray and Byron E. Cramer, former assistant dance director of RKO Theatre, Los Angeles, and Strand Theatre, Long Beach. Tap and ballet classes for high school students and children are now in progress at the Los Angeles Bud Murray School, under personal direction of Mary Frances Taylor, ballet director, and Bud and Gladys Murray. Studios are open daily from 9 a. m. to 9 p. m.

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SLIM SUMMerville has completed his fourth Universal two-reel comedy entitled "Hello, Rusty," and has begun work on the fifth of the series, under direction of Harry Edwards.

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## Song Leaders

Retail sales dropped off slightly this week, but nevertheless the Shapiro-Bernstein hit, "Moonlight On The Colorado," still remained on top of the list. The new George Wagner tune, "It Must Be True" came into prominence immediately upon release and should come up.

The lineup is as follows:

### LOS ANGELES

- "Moonlight on the Colorado," Shapiro, Bernstein.
- "If I Could Be With You," Remick.
- "Here Comes the Sun," Robbins.
- "Go But I'd Like to Make You Happy," De Sylva, Brown, Henderson.
- "I'm Yours," Famous.
- "Three Little Words," Harms.
- "I'll Be Blue Thinking of You," Feist.
- "My Baby Just Cares for Me," Donaldson.
- "Come Home and Tell Your Mother," Robbins.
- "Kiss Waltz," Witmark.

### SAN FRANCISCO

"Don't Tell Her What Happened to Me" and "By All the Stars Above You" were the sole new entries into song leadership, while "If I Could Be With You" continued to outsell all others, and "Moonlight on the Colorado" jumped up a number of pegs. Top notchers are:

- "If I Could Be With You," Remick.
- "Here Comes the Sun," Robbins.
- "Moonlight on the Colorado," Shapiro, Bernstein.
- "Don't Tell Her What Happened to Me," DeSylva.
- "Come Home and Tell Your Mother," Robbins.
- "I'm Yours," Famous.
- "Little White Lies," Donaldson.
- "Kiss Waltz," Witmark.
- "I Still Get a Thrill," Davis, Coots and Engel.
- "By All the Stars Above You," Shapiro, Bernstein.

### NORTHWEST

- "Little White Lies," Donaldson.
- "If I Could Be With You," Remick.
- "Dancing With Tears in My Eyes," Witmark.
- "Down the River of Golden Dreams," Feist.
- "Bye Bye Blues," Berlin.
- "When the Organ Played at Twilight," Santley.
- "Here Comes the Sun," Robbins.
- "Three Little Words," Harms.
- "Wasted Tears," Rex.
- "Tonight," Cross.

SLIM SUMMerville has completed his fourth Universal two-reel comedy entitled "Hello, Rusty," and has begun work on the fifth of the series, under direction of Harry Edwards.

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## F. & M. Route List

Following is the Fanchon and Marco Ideas route schedule, with the opening dates, of the current month, in parentheses beside the name of the town:

PARADISE (6)  
Colorado Theatre  
SAN BERNARDINO (6)  
California Theatre  
LOS ANGELES (6:12)  
Lobby State Theatre  
"Spanish" Idea  
(Staged by LeRoy Prinz)  
Mayo-Suzanne—Cursus  
Daisy, The Wonder Hour  
John and Harriet Hoffman  
May Pecker  
Sunlight Beauties

The Inimitable Warner Bros. featured play  
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Fanchon and Marco's "Seasons" Idea—en tour

SAN DIEGO (6:12)  
Fox Theatre  
"Seasons" Idea  
(Staged by Larry Chablow)  
Frank Melino and Co.  
Lobby Loder  
Hollywood (6:12)  
Lobby State Theatre  
"Way Back When" Idea  
(Staged by LeRoy Prinz)  
Three Bennett Brothers  
H. Meyer  
Episodes of Harmony  
Carla Turner  
Lobby Loder (6:4)  
West Coast Theatre  
"Enchantment"  
(Staged by Larry Chablow)  
Joe Fong  
Lester Sensational Taps  
Samami and Co.  
Sunlight Beauties

## CARLA TORNEY DANCERS

Fanchon and Marco's "On the Beach" and "Way Back When" Ideas

FRESNO (6:40)  
Wilson Theatre  
A Fanchon & Marco "Idea"  
Presenting  
Official United States Indian Reservation  
Band, with Chief Shumatin, Brong's  
Golden Horse and Bella Donna  
SAN JOSE (9:12)  
Academy Theatre  
Same cast as Above  
SAN FRANCISCO  
Fox Theatre  
"Doll Follies" Idea  
"Cade" Idea  
Lee Kicks  
Ramon  
Virginia LaSalle & Mac  
Roy Loomis Dancers

## TOOTS NOVELLE

Featured in Fanchon and Marco's "American Beauty" Idea

OAKLAND, CALIF. (7:13)  
Oakland Theatre  
"Fountain of Youth" Idea  
(Staged by Larry Chablow)  
Lobby Loder  
Frank Sherer  
Bob & Jack Crosby  
Sunlight Beauties  
SALES (9:2)  
Capital Theatre  
"On the Set" Idea  
(Staged by Gae Foster)  
Rose Valdez  
Gill Lamb  
Browns & Lolla  
Marion Bellett  
DeLara & Lolla  
PORTLAND (12)  
Broadway Theatre  
"New Yorker" Idea  
(Staged by LeRoy Prinz)  
Marcel Striker  
Whitely Roberts  
TACOMA (6:12)  
Broadway Theatre  
"American Beauty" Idea  
Featuring Miss Universe and the  
Beauty Winners from the  
Calvinstein Beauty Pageant  
Eddie Huxley & Co.  
Huff & Huff  
Toots Novelle  
Sunlight Beauties

SEATTLE (12)  
Big Avenue Theatre  
"Rhythm-a-tic" Idea  
Harry Kahn  
Lloyd & Brice  
George Kane Dancers  
Jean McDonald  
Margaret McNeil  
YAKIMA (8:9)  
Capital Theatre  
"Southern" Idea  
Hatt & Herman  
Helen Warner  
The Sixteen Tones  
BUTTE (7:9)  
Capital Theatre  
"Globe of Joy" Idea  
Featuring West with Three Jolly Taps  
Scotty Weston  
Mary T. Woods Allen Moore & Moore  
Curtis Cooke Johnny Jones, Ken Gatewood  
Rees & Barbara Doyle Quadruples

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KANSAS CITY (7:13)  
Pantages Theatre  
"Honey Bee"  
Liana Glenn  
Paul Howard  
Phil Arnold  
ST. LOUIS (7:13)  
Fox Theatre  
"Codes of Honor" Idea  
Sylvia Shore and Helen Moore  
Hattie Francis  
Harry Smith  
12 Union  
Suppers  
CHICAGO (7:13)  
Capital Theatre  
"Wild & Wooley" Idea  
Kirk & Lillian  
Davis & Ruth  
Ray Angwin  
Harry Kats  
Aussie & Czech  
Bud Murray Girls

MILWAUKEE (7:13)  
Winconsin Theatre  
"Guns & Pans" Idea  
Joe & Kane McKenna  
Nec Wong  
Jim Penn  
Beatrice Franklin & Florence Astell  
ROCKFORD (7:9)  
Comstock Theatre  
"Green Devil" Idea  
Pat Lee Bates  
Miles Kover co-featured with  
Bobby Gilmore  
Rita Lane  
Ed Elwood  
JOLIET (10:12)  
Lobby State Theatre  
"Green Devil" Idea  
Same cast as Above

## CARLA TORNEY DANCERS

Fanchon and Marco's "On the Beach" and "Way Back When" Ideas

DETROIT (7:13)  
Fox Theatre  
"Victor Herbert"  
Buddy Hilly  
Electric Duo  
Gustave  
NIAGARA FALLS (7:13)  
Niagara Theatre  
"Idea in Blue" Idea  
Ruthie Brown  
Mimi Mayfield  
Bob Brannides  
WORCESTER (7:13)  
Fox Theatre  
"Cade" Idea  
Born & Lawrence  
Kagan & Trigger  
Mabel & Marcia  
Johnny Dunn

## TOOTS NOVELLE

Featured in Fanchon and Marco's "American Beauty" Idea

SPRINGFIELD (7:13)  
Palace Theatre  
"Country Club" Idea  
Leonora Cori  
Masters & Grayce  
Ray Sammons  
Louise & Mitchell  
HARTFORD (7:13)  
Capital Theatre  
"Hollywood Collegians" Idea  
Hollywood Collegians  
Yut Mae  
Dorothy Crocker  
GAY  
Palace Theatre  
"Seeding Double" Idea  
C. & C. Street Twins  
Connor Twins Co-featured with  
The Twins  
The Twins—Eli, St. John, Clute, Pella,  
Nohy, Holly, Pauline, Mollay  
BRIDGEPORT (7:13)  
Palace Theatre  
"Romance" Idea  
Castellano & Deeds  
Myrtle Gordon  
Flo & Ollie Walters  
Robert Clay  
Mary & Arthur  
BROOKLYN (7:13)  
Fox Theatre  
"Rose Garden" Idea  
Red Donahue & Ugo  
Harold Stanton  
Roy & Lummy  
Jacks & One Queens  
WASHINGTON (7:13)  
Fox Theatre  
"Smiles" Idea  
McGarh & Deeds  
Eve Manole  
Seymour & Cornish  
Dorothy Neville  
Deeds & LeVine

OKLAHOMA CITY (11:13)  
Orpheum Theatre  
"Country Club" Idea  
Shapiro & O'Malley Co-featured  
Seb Weiss  
Jacks & One Queens  
George Japs  
Frank Sterling  
ST. LOUIS (7:13)  
Orpheum Theatre  
"Best O' Cade" Idea  
Lynn Cowan & Lacy  
Reyes & Lea  
Marie, Irene & Hull







## SAN FRANCISCO

HAROLD J. BOCK, Manager  
Phone Douglas 2213  
KRESS BLDG., 935 MARKET ST.  
Office Suite 504

## HARD WORK IS DEMAND OF OLDNOW

SAN FRANCISCO, Oct. 30.—Arch M. Bowles and his Northern California division of Fox West Coast theaters were hosts this week to Oscar Oldnow, executive vice president of F.W.C., J. J. van, Fox film booker and Winfield Sheehan, Fox film exec.

Bowles called all house managers in his division into town for Monday "get-together at the Hotel St. Francis where Oldnow was introduced and told the group he expected a hard day's work from each man daily and in return would give his heartiest cooperation.

At the luncheon and meeting were Herman Kersken, Dick Spier and Dan McLean of San Francisco; Frank R. Newman, Charlie Carroll, Bob McHale, C. A. Tompkins, Oakland; Clarence Laws, T. H. Baldwin, W. K. Mitchell, Berkeley; Frank Burnham, M. B. Huxter, Ralph Allen, Sacramento; Art Miller, Bob Sharp, San Jose; Nick Turner, Stockton; George Sharp, Fresno; Jack Ryan, Vallejo; Eddie Sullivan, Napa; A. Y. Brady, Richmond; Ray Duddy, Salinas; J. D. Graham, Watsonville; H. P. Laws, Turlock; Harry H. Schreiner, Visalia; J. L. Pileggi, Hanford; Harry Seipel, Burlingame; W. W. Stollery, San Mateo; George Techeneyer, Redwood City; Harry Browne, Palo Alto.

A. M. Bowles, Charlie Thall, Bob Harvey, Phil Phillips, Abe Kards, George Rush, Rufus Blair, Bob Gilmour and others were from the San Francisco office.

## Market St. Gleanings

Irving Ackerman, Dick Marshall, Walter Barusch, M. L. Markowitz and Dutch Reimer in a conference . . . Arch Bowles introducing Oscar Oldnow, F.W.C.'s new captain . . . Amos 'n' Andy film opens . . . Jack Gross, Cliff Work and Charlie Lennard look over the customers in the lobby . . . Bill Murphy, former manager of the Warfield, has opened the Murphy and Williamson advertising agency . . . Ed and the Harmonica . . . which is Syzz Dixie's pet way of describing the Pig 'n' Whistle.

After Stanford's massacre by U. S. C. . . at Jo Mendel's cafe . . . Tommy Harris also glowing . . . Cal Pearce dancing with Mrs. Pearce . . . but not his wife . . . it's all in the family, however . . . Hughie Johnson there, Marib Woodruff . . . and a lot of others . . .

A bunch of Shriners got together and gave Lou Emmel a swell 28-level wrist watch . . . in appreciation of his efforts as chairman of the entertainment committee . . . Manuel Contreras, who can hit a high note way up there on his cornet, writes from Pasadena . . . Art Miller and Bob Sharp of San Joe 'n' town for a meeting . . . Sunny Brooks, Walt Krausgrill and McFadden of the Balconades awaiting a union decision . . .

## El Cap Observes 1st Anniversary

SAN FRANCISCO, Oct. 30.—El Capitan this week celebrated its first anniversary under the new banner with Peggy O'Neill providing a special stage show, headed by Jay Brower in honor of the occasion.

Under the management of Dan McLean, Fox El Cap hasn't gone in the red once during the past 52 weeks. House has had excellent shows staged by Peggy O'Neill and master of ceremonies by Jay Brower, who is probably the biggest favorite the Mission district has ever had. McD Hertz has been at El Cap's organ console for several years.

**ORCHESTRA SALE BIG**  
SAN FRANCISCO, Oct. 30.—Ticket sale for the San Francisco Symphony Orchestra has been larger this season than in previous periods. Basil Cameron, conductor, is proving a draw during the local offerings, tickets handled by Pete Conoly.

## WEBB AND EATON SAIL FOR LONDON

Millard Webb, the director, met a London representative of the Gaumont interests in New York last week, regarding directing for that concern in London. An offer was called Webb before leaving for London and he immediately sent an official to confer with him.

With his wife, Mary Eaton, sailed late in the week for London, where Miss Eaton will fill an extended engagement in the new Paul Murray Revue.

**BOWLES' MOTHER DIES**  
STOCKTON, Oct. 30.—Coming from Los Angeles to attend Fox California operations last week, Mrs. Emily Bowles, mother of A. M. Bowles, contracted pneumonia and passed away last Tuesday. Funeral services were held here.

Bowles is Northern California division chief of Fox West Coast.

## ON THE INSIDE - IN SEATTLE

ROY OXMAN

Representative—630 People's Bank Bldg., Main 0799

## PROFESSIONAL NIGHT IS USED

SEATTLE, Oct. 30.—With night club biz in this town rapidly to bogging, operators of the various spots are exerting every effort to retain their patronage and to gather new followers.

Latest stunt, engineered by B. N. Hutchinson, of the Western Agency, and Frank Hull, manager of the Olympic Hotel, finds the Venetian Gardens sponsoring a weekly event for theatrical people. First of these affairs, in an effort to induce the town folks to patronize this class spot, was held on Tuesday of this week when all managers, press agents and editors were dined and entertained gratuitously.

No bones were made about the matter, and it was declared the hotel was anxious to interest the profession. Ultimate plan is to add a "Coffee Dan" atmosphere to the spot, with the various theatres to be asked to donate performers.

Other night spots around town aren't faring much better. Club Victor gets a Saturday night play. Rammie are teiling in a closing for this spot, but they are denied by Jim Meyers, owner, and the local must be a loser.

Coffee Dan's is having a merry struggle, while the Butler Hotel Room in much better off. With all this late-night depression, a new spot is scheduled for early opening. Angled by Jim Hays, former transfer man who has his finger in Coffee Dan's at the opening, the new place will be a definite definite knock-out. Tuesday, aside from the fact that it's supposed to be a ritz joint.

## Notes Along Fifth Avenue

Ken Stuart, going in for heavy eating . . . while Al Schum is on a diet . . . Eulala Dean getting her program ready . . . and getting arranged . . . Henri Damski putting out his saxophone . . . to present a brilliant concert . . . Ed Kraft at the football game . . . and eating hot dogs . . . Myrtle Strong rehearsing for the next show . . . with Tiny Burnett on the side lines . . . Joe Shuard getting decorations for his valence of dance . . . Harry Mills with his pine . . . and not being "chundered" by lighting a Murad . . . Sammy Siegel smoking . . . Grace Keating out window shopping . . . Dave Bismuthal certifying in a club . . . with his magic violin . . .

Lou Golden sending the lobby before opening . . . Vic Grundt out for a dave outing . . . Herb So-wetra in for a dave eating . . . Madeline Baldwin doing her stuff at the State . . . Owen Sweeten rehearsing for his boys . . . and going over great . . . Ray Watkins on the small . . . in the entertainment . . . Lillian Bartholomew finding new fields of endeavor . . . Danny Cann getting ready for Holloween . . . Lean Armand wanting to be remembered to all in the Northwest . . . Morris Franks at the door . . . on the receiving end . . . Guided back in town . . . for a return engagement . . . Don Smith going over heavily at the same place . . . Tom Curtis setting a shoe-shine . . . Gene McCormack back for a couple of weeks . . . Dave Henderson in the Repertory Players . . . Marie Gale, Ken Stuart and Jean Singer, being interviewed.

## JESSE STAFFORD

And His San Francisco  
PALACE HOTEL ORCHESTRA  
Featuring His and Gene Rose's Song Hits, "Tonight"

Congratulations to

Tommie Jacobs And His  
"ROSE ISLE"

Gus Gagel and His Troubadors  
Acrobatic, Ballroom Long Beach, Calif.

Featuring a Versatile and Novelty Aggregation

## WHY CHANGE EXECUTIVES?

(Continued from Page 6)

the rest of it. I paid full admission.

"Oh!" said Gate, blushing and brightening in one operation, "the tangibles of applied science."

"You should be acting for the radio. You got an answer for every thing."

"Well, tangibles means something you can touch. Something real, and in applied science like chemistry it means bases, salts, acids, agents and elements the chemists work with."

Backer looked down at Gate like he was three light years lower than a whale's belk buckle.

"You think I don't know that?" he roared. "I just wanted to see whether or not you were conscious of what you were getting yourself into. And you—" he snorted, "you were the unadvised whatever it is to sit there and tell me that you can take the elements of talking picture, production, screen drama, a recognized art, a fine art, into the laboratory like you do a problem in chemistry!"

Coming from pioneer stock—the kind with wide open faces, Gate probably showed signs of an inclination to bid Backer a Chicago farewell—he hated guys who called him

whatever it is without naming it—but figuring that maybe Backer had forgotten or he should be assured with his marbles and short pants, Gate passed again.

"Do you realize," said Backer, homing on the victim, "that we have to deal with artists in this business? People of temperament. People who are not the kind of creative instinct and inspiration? And those two elements: 'creative instinct and inspiration' are intangibles? You can't touch 'em!"

"And do you realize," said Gate, just as indignantly as he himself only more so, "that creative instinct and inspiration become tangibles the instant they find expression? The instant they become articulate, as soon as they are put on canvas or reach print?"

## END OF FIRST INSTALLMENT

MENT

Does Backer of the Talkie Industry let Gate take the left-enters to school?

Read the next installment of "WHY CHANGE EXECUTIVES."

## MOSBY ENTERS S. F.

SAN FRANCISCO, Oct. 30.—Real estate firm of Hyman and Hyman has leased the Mandelbale to Curtis Mosby, colored orchestra leader and operator of the Apex night club, Los Angeles. Mosby takes over the spot or November 1.

## BIG PRESS DRIVE

SAN FRANCISCO, Oct. 30.—Entire publicity staff of First National studios has been in town working on E. N.'s "Girl of the Golden West," with Ann Harding, who opened at Publix's California today.

## WHITESPEAR SET

Chief Whitespear has been placed in charge of Indians to appear in "The Great Meadows" historical romance being directed by Charles Brabin for Metro-Goldwyn-Mayer. John Mack Brown and Eleanor Boardman head the cast.

## LEBDEFER BACK

Ivan Lebedeff returned to Hollywood this week from a two-months' visit to Europe.

## TWENTY SOLID WEEKS AT THE SILVER SLIPPER SAN FRANCISCO

## NITA MITCHELL "THE MODERNISTIC RHYTHM GIRL" NOW—KFRC

## PROFESSIONAL DANCING OXFORDS

Soft Patent Hand Turned Soles

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## HOTEL GOVERNOR

TURK AT JONES

## SAN FRANCISCO

THE HOME OF ALL THEATRICAL PEOPLE

## PLAYING SAN FRANCISCO

SPECIAL RATES TO PROFESSIONALS  
JACK WOLFENDEN, Prop. FRANK RATCHFORD, Manager

## SEATTLE BIZ SHOWS GAIN

SEATTLE, Oct. 30.—Amusement in the Northwest began to realize more dough this week. Many of the leading theatres and dance institutions reported a gradual increase in business.

Fifth Avenue took to the lead, and bowed 'em over to the tune of \$17,000, which is about average for the season. "Scotland Yard" on the screen and R.M.'s "Busy Bee Idea" on the stage was the menu.

Paramount, with "Monte Carlo" and an excellent stage unit headed by Milt Franklyn and his band, brought them up the bill registering \$15,900 at the gates. About average for this house.

O-r-p-h-e-n, a controller announced \$14,300 as the intake for the week. Jack Osterman, who headed the vaude, brought many old timers back.

Music Box scrambled \$9,000 on the last week of "Old English," and is now getting ready for the long delayed arrival of "What a Noise."

Blue Mouse, across the way, packed them in with Winnie Lighter's latest, "The Life of the Party." Gross was \$8,500. Picture will be held another week.

Fox took \$8,800 on the first week of "Up the River." Owen Sweeten still dishing the music.

Trionon and McElroy's do neck and neck this week, and that means substantial trade.

Venetian Garden opens only high class trade of the town and is doing fine.

## VERY SPECIAL



Guaranteed  
Permanent Wave  
A Wave you can care for yourself.  
Only at Modest in this exclusive \$2.50 bargain offer. Includes Shampoo A 60¢ extra. See, read additional charges for his hair, there is no substitute for experience. Modest Wave, 750, Modest Waves, including finger wave, \$1.

## MODE ART

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607 Market St., 4th floor. Entire 2nd floor. 5 to 9 Telephone KEHLE 6513. Open 8 to 9 without appointment.

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Private Lessons by Appointment

Children's Class Saturday at 11

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GRIFFITH

★  
OUR SWEET SIXTEEN  
SPANISH SENORITAS

★  
Eleanor Black  
"Buddy" Williams  
Olga Beverly  
Marie Herold  
"Joe" Larson  
Shirley Fair  
Peggy Renee  
Lowana Jene

★  
FRED GLOSSER  
STAGE MANAGER



Abby Green

★  
OUR SWEET SIXTEEN  
SPANISH SENORITAS

★  
Marie Reville  
Dona Clark  
Carol Lloyd  
Dorothy Paddock  
Yerda Free  
Fritzi Mason  
Elva Crockett  
Myra Shirley

★  
CATHERINE DIEDRICH  
WARDROBE MISTRESS

LOEW'S STATE LOS ANGELES Next Week



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